

## CLAIMS

1. A system for automatically establishing at least one TV channel or electronic program guide (EPG) based on at least one of: a geographic location of a TV, a location of a TV with respect to a dwelling, and a time, comprising:

a TV; and

a processor coupled to the TV and receiving information representative of at least one of: a geographic location of a TV, a location of a TV with respect to a dwelling, and a time, the processor establishing at least one channel based at least partially thereon.

2. The system of Claim 1, wherein the information is input by a viewer of the TV.

3. The system of Claim 1, wherein the information is received via a global positioning satellite.

4. The system of Claim 1, wherein the processor accesses a set of heuristics to undertake the establishing act.

5. The system of Claim 1, further comprising an input device manipulable to establish the channels.

6. The system of Claim 5, wherein manually input channels are used by the processor to alter the heuristics.

7. A method for establishing at least one TV channel on a TV based on at least one of: location of the TV, and time, comprising:

providing a set of correlation heuristics;

receiving an input comprising at least one of: the location, and the time; and

accessing the set of correlation heuristics to correlate the input to the channel.

5           8.     The method of Claim 7, wherein the location is a location of the TV within a building.

          9.     The method of Claim 7, wherein the location is a geographic location of the TV.

          10.    The method of Claim 7, wherein the time is a time of day.

10          11.    The method of Claim 7, wherein the time is a date.

          12.    The method of Claim 7, wherein the input is received from a viewer of the TV.

          13.    The method of Claim 7, wherein the input is received from a global positioning satellite.

15          14.    A system for tailoring TV channels to a TV location and/or a time, comprising:

                  means for inputting the location and/or time to establish an input;

                  means for correlating the input to at least one channel associated with the TV; and

20                means for establishing the channel on the TV.

          15.    The system of Claim 14, wherein the means for inputting is a human-manipulable TV control device associated with the TV.

16. The system of Claim 14, wherein the means for inputting is a wide area source of data.

17. The system of Claim 14, wherein the means for correlating is a processor located in the TV.

18. The system of Claim 14, wherein the means for correlating is a processor located in a set-top box associated with the TV.

19. A system for tailoring TV ads to a TV location and/or a time, comprising:

means for inputting the location and/or time to establish an input;  
and  
means for establishing targeted advertising based on the input.

20. A system for recommending programs to be recorded based on a TV location and/or a time, comprising:

means for inputting the location and/or time to establish an input;  
and  
means for generating programming recommendations based on the input for manual or automatic playback at a later time.